

Nourish Healthy Eating Campaign

Office of Health Promotion and Boston College Dining Services

WHAT IS NOURISH?

Nourish is a healthy eating campaign offered in partnership by the Office of Health Promotion and Dining Services. In response to a literature search, national data, and campus focus groups, the campaign was developed to broaden students' knowledge and motivate students to adopt healthier eating behaviors. Six key evidence-based messages were introduced singly using a combination of social media and traditional educational outreach. Dining hall menu items fitting the current message were highlighted with tags.

PURPOSE OF ASSESSMENT

The purpose of this assessment was to measure whether the campaign impacted students' awareness of the campaign, students' knowledge of lean protein benefits and available options, and students' behavior change around healthy eating choices.

Survey questions included:

- Have you heard about the NOURISH campaign?
- Which of the following is a lean protein? (check all that apply)
- As a result of the campaign, have you altered the type or amount of lean protein you chose this month?
- As a result of the campaign, have you made any changes to your eating habits?

METHODS

Mobile Data Collection

Mobile data collection was done following the introduction of the second message in November to allow for modification in outreach methodology for the remaining four messages, if indicated. Undergraduate student participants were surveyed in the dining halls across campus, including Newton Campus. The final sample consisted of 242 students (n=242). Limited follow-up mobile data collection was done in April 2014 (n=107)



RESULTS

Campaign Awareness

- Almost half the students surveyed initially in November 2013 were aware of the Nourish campaign
- Among students aware of the campaign:
 - Posters and campaign menu tags in the dining hall were a primary source of campaign awareness, reaching 44%
 - Nonpedagogical outreach, such as Healthapalooza, campaign tee shirts, and word of mouth reached 36%
- Follow-up assessment in April 2014 revealed that >70% of students were aware of the Nourish campaign

Education and Behavior Change

- The majority of students were able to correctly identify lean protein choices (92%)
- Almost 45% of students exposed to the campaign in November reported making or having plans to make diet changes because of the campaign. That statistic improved to 53% in the April 2014 survey. Additionally, those students reported that the campaign was responsible for increasing their motivation to improve eating habits.
- In both surveys, approximately half the students reported eating healthy already and did not see the need to make further changes

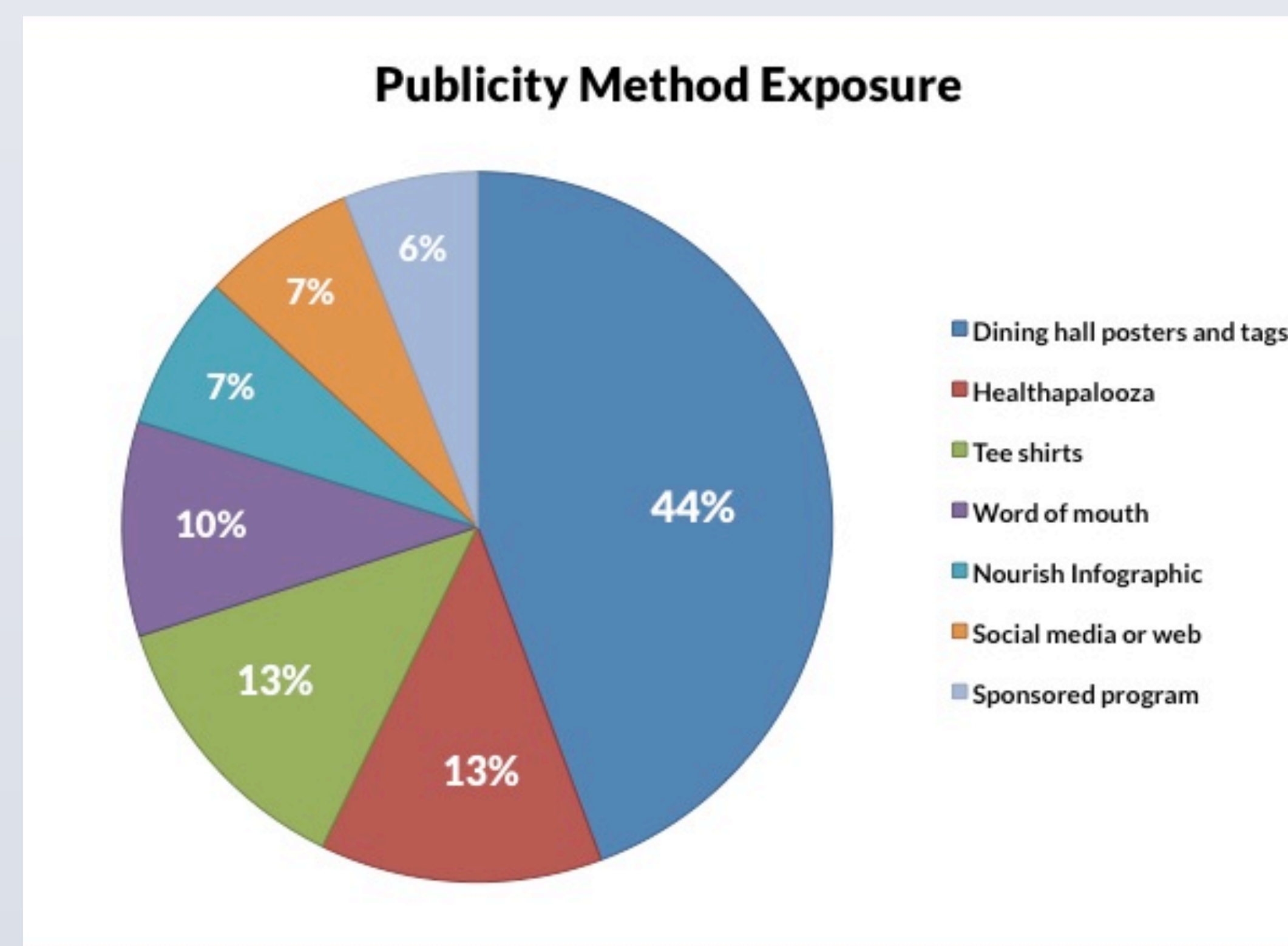
LIMITATIONS

- There may have been some bias in which students chose to participate in the survey
- The sample size was small, which limits the statistical "power" of the findings

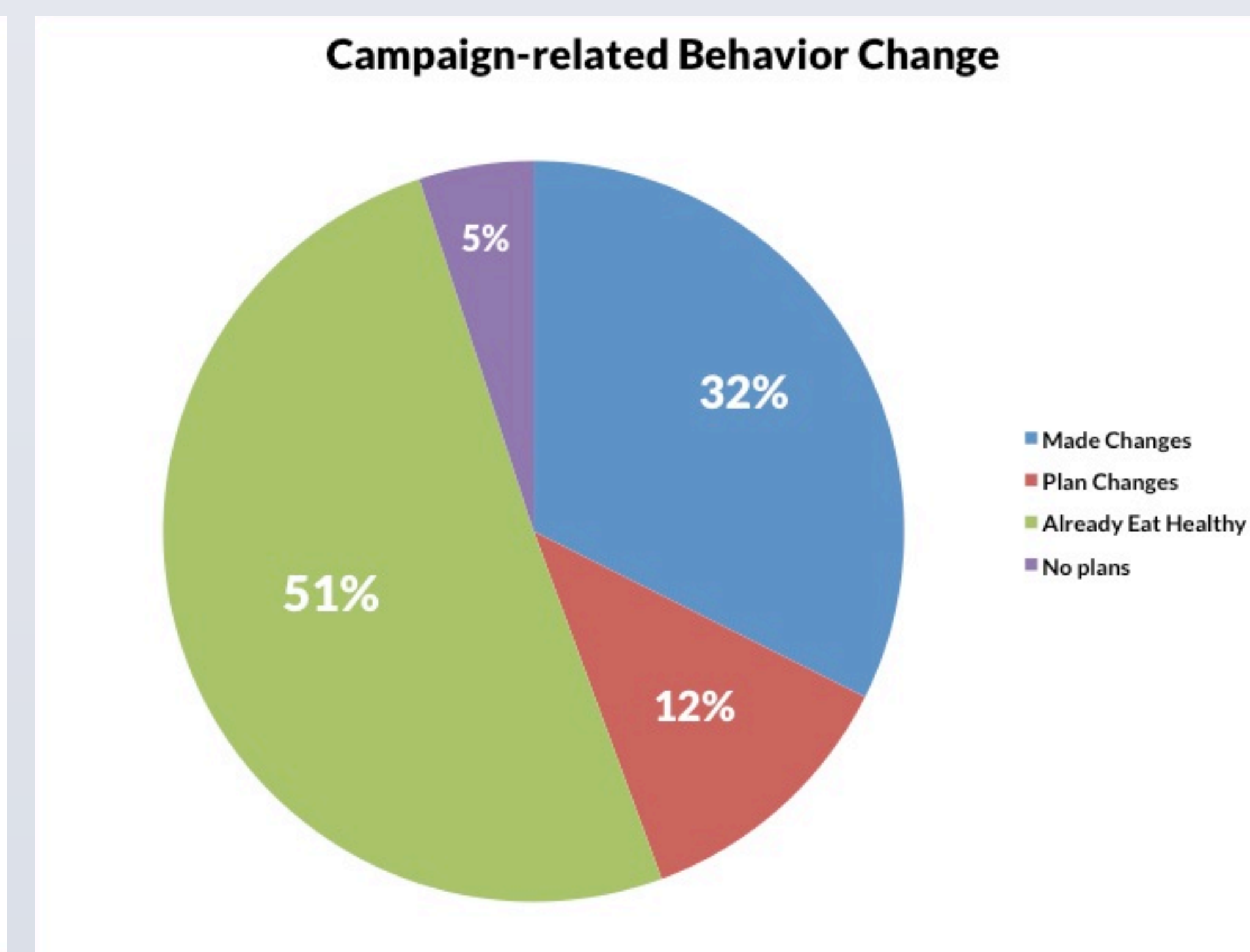
IMPLICATIONS

This model of collaborative social marketing of a health campaign has proven effective. Partnering with Dining Services extended the reach of the Nourish campaign message as evidenced by the fact that the majority of students learned about the campaign from information placed within the dining halls. Using nonpedagogical approaches to health education through outreach in dining halls, social avenues, and social media reached a broader audience than did traditional educational programming. Future health campaign efforts would benefit from utilizing this collaborative approach to social marketing. Further, assessing a health campaign early on in the process proved a valuable way to improve outreach and direct publicity efforts. Student learning and behavior change were demonstrated and improved over the course of the campaign.

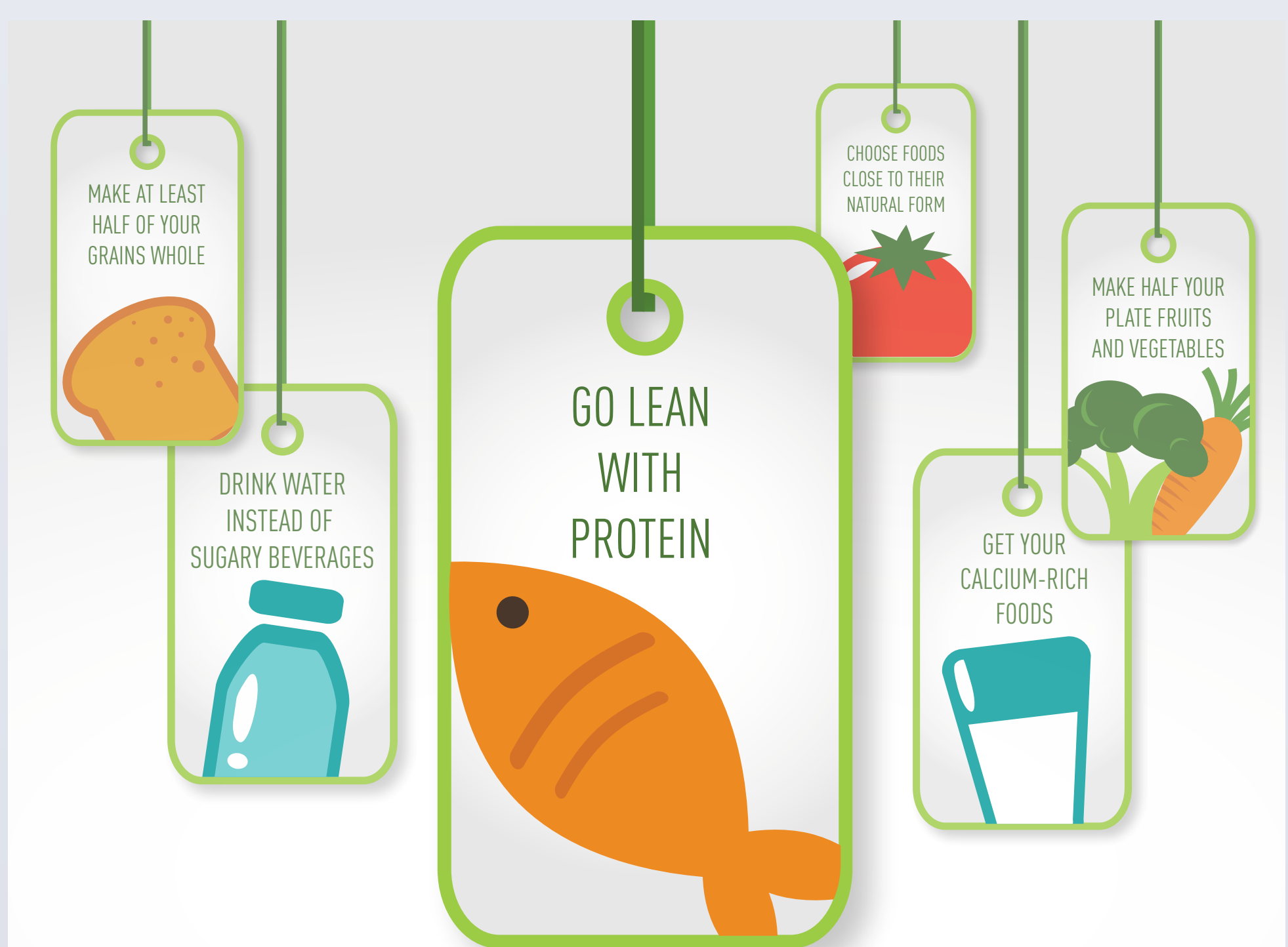
Campaign Awareness:



Education and Behavior Change:



NOURISH POSTER GRAPHICS



The fewer the legs the better! What?

Proteins are the building blocks to muscle, skin, hair and other tissues; and are key ingredients in the immune system, hormones, and enzymes for metabolism.

Lean proteins such as beans, split peas, and lentils; fish, poultry, lean cuts of pork & beef, and low fat dairy foods provide crucial nutrients, while skipping the solid fats found in fattier choices that are associated with risk of heart disease and some cancers.

Remember, the fewer the legs the better: plant and fish sources of protein contain less solid fats than protein from four-legged creatures. Beef and pork with 'loin' in the name are leaner types of those proteins.

Try these exciting choices from BC Dining:

- Plant proteins like black beans in a burrito, tofu and vegetable stir-fry, or a grilled fish dish.
- Grilled chicken and salmon are available daily.
- Vegetarian proteins such as beans and tofu are available daily on the salad bar.
- Check our online menu to see the rotating variety of lean entrees that utilize chicken, fish, tofu, and beans, as well as leaner cuts of pork and beef.

